

Historic, Archive Document

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THE
AZALEA
81
of Azaleas

62.00 575+15

COOLIDGE Azaleas

AZALEAS

*"light-hearted flowers—as significant
as the first lark,"*

filling the landscape with subtle fragrance and luscious color: faint pink, flashing white, limpid amethyst, witching coral, to say nothing of the valiant reds and kingly purples.

These evergreen azaleas, whose foliage is as diverse in form and color as the flowers, delight in a semi-shady location, such as that provided by spreading oaks and other deep-rooted trees.

They make charming pot plants for house and patio, either in shrub or tree form, and are perfect for cutting, remaining fresh for an inconceivably long time. Use them for flower arrangements throughout your rooms and for corsages.

The inclusion in your planting of some of each of the varieties listed herein will insure an abundance of bloom from January through May. Our collection of azaleas carries on a tradition of quality.

When you have achieved a real display of azaleas, your garden becomes a work of art.

AZALEA
FESTIVAL

February through April

KURUMES

AMERATSU	<i>single</i>
AVALANCHE	<i>single</i>
BELLS OF ARCADY	<i>single</i>
BONNIE KAY	<i>single</i>
CORALIE	<i>double</i>
CRABAPPLE - - - - -	<i>double</i>
DARLING OF THE GODS	<i>single</i>
DARK SPRING	<i>single</i>
FIREBIRD	<i>double</i>
FLAMBOYANT	<i>single</i>
FLAMINGO	<i>double</i>
LAUGHING WATER	<i>single</i>
MISTY	<i>single</i>
MUEZZIN	<i>double</i>
PALE MOONLIGHT	<i>single</i>
RED LUSTRE	<i>single</i>
SERAPHIM	<i>double</i>
SINGING FOUNTAIN	<i>single</i>
SNOWBIRD	<i>single</i>
SUNSET	<i>single</i>
SURPRISE	<i>double</i>
WHITE APRIL	<i>single</i>

And many, many others.

INDICAS

ALBERT AND ELIZABETH	<i>double</i>
HIGH NOON	<i>double</i>
PAUL SCHAME	<i>double</i>
PINK PEARL	<i>double</i>
SIMON MARDNER	<i>double</i>
VERVAENEANA	<i>double</i>

INDICA-MACRANTHA HYBRIDS

FIESTA	<i>single</i>
HOURI	<i>single</i>
PAGAN	<i>single</i>
ROSARY	<i>double</i>
VALO	<i>single</i>

And many others.

Large brilliant red of great beauty.
Very large snowy white.
Large soft pink. Open habit of growth.
A gay cherry red.
Glowing coral. New and very lovely.
Exquisite blossoms suggesting their namesake.
Fragrant orchid-pink. Stunning.
Large and a glowing violet. Fine.
Valiant red, very gay and erect in habit.
Small dark luscious pansy-purple.
Brilliant coral of rare beauty.
Very large pure white.
A lovely dusky orchid.
Deep salmon pink, very lovely.
Ledifolia. Largest of the soft lavender flowers.
Brilliant red, borne in pannicles.
Two shades of candy-pink. Simply angelic.
Appleblossom type of deeper color.
Very large artistic white.
Large and very fine flame-coral.
Debonaire cerise.
A very large white, with interesting foliage.

Large fluted white blotched in coral.
Extremely large shrimp pink, maroon markings.
Heroic salmon-coral.
A luscious faint pink.
Very beautiful cerise-vermillion.
Gay pink margined in white.

Flaming red summer bloomer.
Rosy-lilac. Profuse summer bloomer.
Red, margined and blotched in white.
Of softest shell pink. Irresistible.
Large racemes of soft lilac flowers. Very fine.

CULTURE

Azaleas require an acid soil condition and thrive best in pure imported European peat. Dig a hole twice the width of the container and a few inches deeper to insure ample room for an expanding root system, and fill with peat which has been thoroughly water-soaked. Top dress lightly with a commercial Azalea food containing a cotton-seed meal base, once every six weeks during growing season (May-October), and cultivate same to a depth of about one-half inch so as not to disturb the surface roots. Use no other fertilizer. It is advisable to reset plants in fresh peat every second year at end of the blooming season, when they can be easily and safely moved. They enjoy a semi-shady location, such as that afforded by the north side of a building or spreading trees, and must be kept consistently moist without creating a boggy condition.

● A well-chosen selection will give consistent bloom from January through May; during the remainder of the year they make attractive evergreens. They are very hardy and came unscathed through the 1937 record-breaking freeze without any special protection.



POTTED PLANTS

5" pans	50c-75c ea.
6" pans	\$1.00-\$1.25 ea.
7" pans	\$1.50-\$1.75 ea.
8" pans	\$1.75-\$2.50 ea.

according to size and variety.

LARGER PLANTS

In pots and tubs.....\$3.50 and up

LARGE SPECIMEN PLANTS

\$5.00 and up

New and Rare Varieties slightly higher



*Tens of thousands of exquisite blooms in
over 100 different shades and types.*

*Come and enjoy them
February through April.*

Telephone: SYcamore 4-1121

OPEN SUNDAYS

COOLIDGE RARE PLANT GARDENS

889 North Foothill Boulevard

East Pasadena, California

Section 562, P. L. & R.

An Invitation

